

In the Claims:

Please amend the claims as follows:

- 1 1. (Currently Amended) A method of for providing cameras to consumers in
2 exchange for a commitment, the method comprising the steps of:

3 creating a ~~contract~~contractual relationship between a camera provider and
4 a consumer for ~~where~~ said consumer acquires at least one camera in
5 exchange for said commitment, wherein said contractual relationship
6 having terms for ~~creating~~ of the contract comprises the steps of:

7 offering by said camera provider to provide said camera for a
8 commitment by the consumer to purchase at least a first amount of
9 image reproductions within a selected amount of time, and

10 committing by said consumer ~~of the~~ to purchase ~~of~~ at least the first
11 amount of image reproductions within the selected amount of time;
12 and

13 determining that the consumer has at least one of a plurality of financial
14 instruments;

15 providing the consumer with the camera, in response to the consumer
16 entering into the commitment and determining that said consumer has
17 at least one of the plurality financial instruments;

18 transferring from said consumer images acquired by said camera to an
19 image processor;

20 restricting access to securing at least a first images acquired from the
21 camera to prevent the consumer from obtaining reproductions of the
22 first-imageimages made from a source not associated with the camera
23 provider; and

24 printing reproductions of at least one of the secured first-imageimages
25 having restricted access.

1 2. (Currently Amended) The method as defined in Claim 1, further comprising the
2 step of allowing images taken with the camera to be displayed on a camera
3 display.

1 3. (Currently Amended) The method as defined in Claim 1, further comprising the
2 step of allowing low resolution versions of images taken with the camera to be
3 transferred from the camera.

1 4. (Currently Amended) The method as defined in Claim 1, further comprising the
2 steps of: receiving an order for an image print from someone other than the
3 consumer; and crediting the consumer's commitment fulfillment based on the
4 order.

5 receiving an order for an image print from someone other than the
6 consumer; and

7 crediting the consumer's commitment fulfillment based on the order.

1 5. (Currently Amended) The method as defined in Claim 1, further comprising the
2 steps of: receiving an order for an image reproduction from someone other than
3 the consumer; and providing the consumer a benefit based on the order.

4 receiving an order for an image reproduction from someone other than the
5 consumer; and

6 providing the consumer with a benefit based on the order.

1 6. (Previously Presented) The method as defined in Claim 1, wherein the secured
2 first image is received from a terminal to which the first image has been
3 transferred from the camera.

1 7. (Previously Presented) The method as defined in Claim 1, wherein images taken
2 by the camera are secured by the camera until the consumer has fulfilled the
3 commitment and an unlocking code has been received by the camera.

1 8. (Currently Amended) The method as defined in Claim 1, further comprising the
2 step of receiving in association with the first secured image at least one of ISO
3 equivalency information, aperture setting information, and shutter speed
4 information.

1 9. (Currently Amended) The method as defined in Claim 1, wherein the camera is
2 provided, at least partly, in response to an amount paid by the consumer for the

3 camera, wherein the amount is related to the number of reproductions the
4 consumer has committed to purchase.

1 10. (Currently Amended) A method ~~ef for~~ providing a camera to a user, the method
2 comprising the steps of:

3 creating a contractual relationship between a camera provider and a
4 consumer, wherein said contractual relationship having terms for:

5 offering by a camera provider said camera for a commitment to
6 purchase at least a first amount of image reproductions within a
7 selected amount of time; and

8 receiving a commitment by the user to purchase at least a ~~the~~ first
9 amount of image reproductions; and

10 determining that the consumer has at least one of a plurality of financial
11 instruments;

12 providing the user with the camera at least partly in response to the user
13 entering into the commitment and determining that said consumer has
14 at least one of the plurality financial instruments.

1 11. (Previously Presented) The method as defined in Claim 10, further comprising
2 storing camera usage information in a user information database, whereby said
3 camera usage information includes:

4 average number of pictures captured before upload of pictures,

5 average number of pictures captured vs. number of pictures printed,

6 time of day or year when camera is most likely to be used and frequency

7 of flash usage,

8 amount of time spent viewing each image on the LCD viewfinder,

9 amount of time spent editing each image on-camera,

10 number of images captured over a given time period,

11 typical or average preferences for print numbers, sizes, and other

12 products ordered,

13 track which advertisements/promotions the user investigated or generated

14 a "click-through" experience,

15 track how many different locations to which the user had prints shipped.

16 track the user classification of a photo gallery.

1 12. (Currently Amended) The method as defined in Claim 11, further comprising the
2 step of selecting advertising to be presented to the user based at least in part on
3 the camera usage information.

- 1 13. (Currently Amended) The method as defined in Claim 11, further comprising the
2 step of modifying camera performance based at least in part on the camera
3 usage information.
- 1 14. (Currently Amended) The method as defined in Claim 10, further comprising the
2 step of predicting camera battery life based, at least in part, on the number of
3 pictures taken with the camera during a predetermined time period.
- 1 15. (Currently Amended) The method as defined in Claim 10, further comprising the
2 step of predicting when camera memory will be full based, at least in part, on the
3 number of pictures taken with the camera during a predetermined time period.
- 1 16. (Currently Amended) The method as defined in Claim 10, further comprising the
2 step of modifying camera energy management based, at least in part, on the
3 number of pictures taken with the camera during a predetermined time period.
- 1 17. (Original) The method as defined in Claim 11, wherein at least a portion of the
2 camera usage information is stored in camera memory.
- 1 18. (Original) The method as defined in Claim 11, wherein at least a portion of the
2 camera usage information is stored on a server associated with a Web site.
- 1 19. (Currently Amended) The method as defined in Claim 10, further comprising the
2 step of encrypting by the camera of at least a first image captured by said

3 camera to prevent the user from having prints of at least the first image from a
4 source not associated with a provider of said camera.

1 20. (Currently Amended) The method as defined in Claim 10, wherein the type of
2 camera provided is based, at least in part, on the extent of the commitment.

1 21. (Original) The method as defined in Claim 10, wherein the first amount is a dollar
2 amount.

1 22. (Original) The method as defined in Claim 10, wherein the first amount is a
2 quantity of image reproductions.

1 23. (Currently Amended) The method as defined in Claim 10, further comprising the
2 steps of: receiving user profile information; and storing at least a portion of the
3 user profile information in the camera.

4 receiving user profile information; and

5 storing at least a portion of the user profile information in the camera.

1 24. (Original) The method as defined in Claim 10, wherein the commitment is to be
2 fulfilled within a predetermined amount of time.

1 25. (Currently Amended) The method as defined in Claim 24, further comprising the
2 step of fixing the price to the user of at least a first type of image reproduction for
3 at least the predetermined amount of time.

- 1 26. (Currently Amended) The method as defined in Claim 10, further comprising the
2 step of receiving an order for hard copy image reproductions, where the user
3 places the order using a camera user interface.
- 1 27. (Currently Amended) The method as defined in Claim 10, further comprising the
2 step of receiving an order for hard copy image reproductions over a network.
- 1 28. (Currently Amended) The method as defined in Claim 10, further comprising the
2 step of receiving over a network images taken with the camera and receiving
3 camera setting information associated with the images.
- 1 29. (Currently Amended) The method as defined in Claim 10, further comprising the
2 step of downloading an advertisement into the camera and displaying the
3 advertisement on a camera display.
- 1 30. (Currently Amended) The method as defined in Claim 10, further comprising the
2 step of receiving a designation from the user as to which print house is to print
3 images ordered by the user.
- 1 31. (Original) The method as defined in Claim 10, wherein the camera is provided by
2 a print house.
- 3 32. (Original) The method as defined in Claim 10, wherein the camera is provided by
4 a camera manufacturer to an intermediary at a discount, who then provides the

5 camera to the user, and the intermediary causes the camera manufacturer to be
6 paid an amount based at least in part on user orders for image reproductions.

1 33. (Original) The method as defined in Claim 10, wherein the camera is provided
2 with no initial cost or charge to the user.

1 34. (Original) The method as defined in Claim 10, wherein the camera is provided at
2 a reduced cost to the user in exchange for the commitment.

1 35. (Currently Amended) A method ~~of for~~ providing a-at least one camera,
2 comprising:

3 creating a contractual relationship between a camera distributor and a
4 consumer, said contractual relationship having terms of:
5 offering for rent a-at least one camera to a user in exchange for a first
6 fee;

7 offering to reduce said first fee for said camera for a commitment to
8 purchase at least a first amount of reproductions of images from
9 said cameras; and

10 committing by said consumer of the purchase of at least the first
11 amount of image reproductions within the selected amount of time;

12 receiving at a computer at least one image taken with the camera;

13 receiving an order for a reproduction of the at least one image;
14 creating said reproduction of the at least one image; and
15 applying at least a portion of the first fee towards the cost of the order.

1 36. (Original) The method as defined in Claim 35, wherein the camera is rented at an
2 automated kiosk.

1 37. (Original) The method as defined in Claim 35, wherein the user is charged an
2 additional fee if the camera is not returned within a predetermined amount of
3 time.

1 38. (Original) The method as defined in Claim 35, wherein the computer is located
2 remotely from where the camera was rented.

1 39. (Original) The method as defined in Claim 35, wherein an additional fee is
2 charged for orders costing more than the first fee.

1 40. (Currently Amended) A method ~~of for~~ providing a camera, comprising:
2 creating a contractual relationship between a camera distributor and a
3 consumer, said contractual relationship having terms of:
4 offering by a camera distributor said camera for a commitment by the
5 consumer to purchase at least a first amount of image
6 reproductions within a selected amount of time,

7 committing by said consumer of the purchase of at least the first
8 amount of image reproductions within the selected amount of time,
9 and
10 receiving by said camera distributor said camera from a camera
11 manufacturer at a first price;
12 providing the camera to a consumer at a second price;
13 receiving payment from the consumer for image reproductions of images
14 captured with the camera;
15 providing said reproductions of images to said consumer; and
16 paying the camera manufacturer at least a first amount based at least it in
17 part on the payment received from the consumer.

1 41. (Currently Amended) The method as defined in Claim 40, where the camera
2 manufacturer provides the camera at a discount in return for a commitment on
3 the part of the distributor that the camera manufacturer will be paid said at least
4 said first amount.

1 42. (Currently Amended) A method ~~of~~for providing a camera to a user, the method
2 comprising:

3 offering to lease said camera for a predetermined period wherein said
4 lease includes providing the user with a first number of prints at no
5 additional cost as part of the lease;

6 receiving a commitment by the user to lease the camera for the
7 predetermined period;

8 providing the user with the first number of prints at no additional cost as
9 part of the lease; and

10 | providing committing to provide additional prints beyond the first number
11 | of prints for no more than a predetermined fee.

1 43. (Original) The method of providing a camera to a user as defined in Claim 42,
2 further comprising providing the camera to the user.

1 44. (Original) The method of providing a camera to a user as defined in Claim 42,
2 further comprising selling the camera to the user after a first period.

1 45. (Previously Presented) The method as defined in Claim 1 wherein the step of
2 securing said first image comprises the step of encrypting said first image within
3 said camera.

1 46. (Previously Presented) The method as defined in Claim 1 further comprising the
2 steps of:

3 transferring personal information from said consumer to said camera
4 provider; and

5 retaining said personal information within a consumer database.

1 47. (Previously Presented) The method as defined in Claim 46 wherein said personal
2 information comprises

3 consumer name;

4 consumer identification code;

5 mailing address;

6 billing address;

7 e-mail address;

8 other contact information such as phone numbers and fax numbers;

9 billing information, including credit card information;

10 preferred print image provider;

11 reprint / enlargement size preference;

12 reprint / enlargement size preference;

13 finish preference;

- 14 camera brand, type, and specifications;
- 15 internet service type and connection speed;
- 16 contract data: picture development and reproduction counters,
- 17 number of prints remaining to meet contract commitment;
- 18 security settings, unlocking keys, activation code; and
- 19 usage pattern information.

1 48. (Previously Presented) The method as defined in Claim 46 further comprising the
2 step of providing advertising to said consumer based on said personal
3 information.

1 49. (Previously Presented) The method as defined in Claim 46 further comprising the
2 step of providing coupons to said consumer based on said personal information.

1 50. (Previously Presented) The method as defined in Claim 1 wherein the camera
2 provider discounts the price of said camera for commitment by said consumer to
3 the purchase of at least the first amount of image reproductions.

1 51. (Currently Amended) The method as defined in Claim 1 wherein the camera
2 provider leases said camera for the commitment by from said consumer to the
3 purchase of at least the first amount of image reproductions.

- 1 52. (Previously Presented) The method as defined in Claim 1 wherein the camera
2 provider provides said camera at no cost for commitment by said consumer to
3 the purchase of at least the first amount of image reproductions.
- 1 53. (Previously Presented) The method as defined in Claim 1 wherein the camera
2 provider and the image processor are associated with the camera manufacturer.
- 1 54. (Previously Presented) The method as defined in Claim 1 further comprising the
2 step of:
3 reviewing by the consumer of said images acquired by said camera; and
4 selecting desired images acquired by said camera for reproduction.
- 1 55. (Previously Presented) The method as defined in Claim 54 wherein said images
2 acquired by said camera are retained in an image database of said image
3 processor.
- 1 56. (Previously Presented) The method as defined in Claim 23 wherein said user
2 information comprises:
3 user name;
4 user identification code;
5 mailing address;

6 billing address;

7 e-mail address;

8 other contact information such as phone numbers and fax numbers;

9 billing information, including credit card information;

10 preferred print image provider;

11 reprint / enlargement size preference;

12 reprint / enlargement size preference;

13 finish preference;

14 camera brand, type, and specifications;

15 internet service type and connection speed;

16 contract data: picture development and reproduction counters,

17 number of prints remaining to meet contract commitment;

18 security settings, unlocking keys, activation code; and

19 usage pattern information.

1 57. (Currently Amended) A camera distribution system for providing cameras to
2 consumers in exchange for a commitment comprising:

3 a camera provider offering at least one of said cameras for a commitment
4 by the consumer to purchase at least a first amount of image
5 reproductions;

6 a contractual interface between said camera provider and said consumer
7 wherein said consumer commits to purchase of at least the first
8 amount of image reproductions within the selected amount of time and
9 the camera provider provides the consumer with at least one of the
10 cameras, in response to the consumer entering into the commitment;

11 an image processor in communication with said consumer to receive
12 images acquired by said camera to an image processor;

13 an image securing device associated with said camera to prevent
14 reproduction of at least a first image acquired from the camera by a
15 source not associated with the camera provider; (Claim

16 an image printing device associated with said image processor for
17 reproduction the secured first image.

1 58. (Previously Presented) The camera distribution system as defined in Claim 57,
2 wherein images taken with the camera are permitted to be displayed on a
3 camera display.

- 1 59. (Previously Presented) The camera distribution system as defined in Claim 57,
2 wherein low resolution versions of images taken with the camera are permitted to
3 be transferred from the camera.
- 1 60. (Previously Presented) The camera distribution system as defined in Claim 57,
2 wherein the image processor receives an order for an image print from someone
3 other than the consumer; and said image processor credits the consumer's
4 commitment fulfillment based on the order.
- 1 61. (Previously Presented) The camera distribution system as defined in Claim 57,
2 wherein the image processor receives an order for an image reproduction from
3 someone other than the consumer; and said image processor provides the
4 consumer a benefit based on the order.
- 1 62. (Previously Presented) The camera distribution system as defined in Claim 57,
2 wherein the secured first image is received from a terminal to which the first
3 image has been transferred from the camera.
- 1 63. (Previously Presented) The camera distribution system as defined in Claim 57,
2 wherein images taken by the camera are secured by the camera until the
3 consumer has fulfilled the commitment and an unlocking code has been received
4 by the camera.
- 1 64. (Previously Presented) The camera distribution system as defined in Claim 57,
2 wherein the image processor receives in association with the first secured image

3 at least one of ISO equivalency information, aperture setting information, and
4 shutter speed information.

1 65. (Previously Presented) The camera distribution system as defined in Claim 57,
2 wherein the camera provided is at least partly in response to an amount paid by
3 the consumer for the camera, wherein the amount is related to the number of
4 reproductions the consumer committed to purchase.

1 66. (Previously Presented) The camera distribution system as defined in Claim 57
2 wherein the image securing devise encrypts said first image within said camera.

1 67. (Previously Presented) The camera distribution system as defined in Claim 57
2 further comprising:

3 a consumer database in communication with the camera provider
4 retaining personal information transferred from said consumer to said
5 camera provider.

1 68. (Previously Presented) The camera distribution system as defined in Claim 67
2 wherein said personal information comprises:

3 consumer name;

4 consumer identification code;

5 mailing address;

6 billing address;

7 e-mail address;

8 other contact information such as phone numbers and fax numbers;

9 billing information, including credit card information;

10 preferred print image provider;

11 reprint / enlargement size preference;

12 reprint / enlargement size preference;

13 finish preference;

14 camera brand, type, and specifications;

15 internet service type and connection speed;

16 contract data: picture development and reproduction counters,

17 number of prints remaining to meet contract commitment;

18 security settings, unlocking keys, activation code; and

19 usage pattern information.

1 69. (Previously Presented) The camera distribution system as defined in Claim 67
2 further comprising an advertising provider in communication with the consumer

3 database and said consumer to convey advertising information to said consumer
4 based on said personal information through said image reproductions in return
5 for credit toward said commitment for image reproductions.

1 70. (Previously Presented) The camera distribution system as defined in Claim 69
2 wherein the advertising provider imparts coupons to said consumer based on
3 said personal information.

1 71. (Currently Amended) The camera distribution system as defined in Claim 57
2 wherein the camera provider discounts the price of said camera for committing
3 the commitment by said consumer to the purchase of at least the first amount of
4 image reproductions.

1 72. (Currently Amended) The camera distribution system as defined in Claim 57
2 wherein the camera provider leases said camera for committing as a result of the
3 commitment by said consumer of_to the purchase of at least the first amount of
4 image reproductions.

1 73. (Currently Amended) The camera distribution system as defined in Claim 57
2 wherein the camera provider offers said camera at no cost for committing as a
3 result of the commitment by said consumer of_to the purchase of at least the first
4 amount of image reproductions.

- 1 74. (Previously Presented) The camera distribution system as defined in Claim 57
2 wherein the camera provider and the image processor are associated with the
3 camera manufacturer.
- 1 75. (Previously Presented) The camera distribution system as defined in Claim 57
2 wherein the consumer reviews said images acquired by said camera and selects
3 desired images acquired by said camera for transfer to said image processor for
4 reproduction.
- 1 76. (Previously Presented) The camera distribution system as defined in Claim 75
2 further comprising an image database associated with said image processor to
3 receive and retain said images acquired by said camera and transferred to said
4 image processor.
- 1 77. (Currently Amended) A medium for retaining a computer code which, when
2 executed on a computing system performs a program process for providing
3 cameras to consumers in exchange for a commitment, said program process
4 comprising the steps of:

5 creating a ~~contract~~ contractual relationship between a camera provider
6 and a consumer ~~for a~~ where said consumer acquires at least one
7 camera ~~in exchange~~ for said commitment, wherein ~~said creating of the~~
8 ~~contract comprises the steps of~~ contractual relationship having terms
9 for:

10 offering by said camera provider to provide said camera for a
11 commitment by the consumer to purchase at least a first amount of
12 image reproductions within a selected amount of time, and
13 committing by said consumer to the purchase of at least the first
14 amount of image reproductions within the selected amount of time;
15 and
16 determining that the consumer has at least one of a plurality of financial
17 instruments;
18 providing the consumer with the camera, in response to the consumer
19 entering into the commitment and determining that the consumer has
20 at least one of the plurality of financial instruments;
21 transferring images acquired by said camera to an image processor;
22 restricting access to images securing at least a first image acquired from
23 the camera to prevent the consumer from obtaining reproductions of
24 images the first image made from a source not associated with the
25 camera provider; and
26 printing reproductions of at least one of images having restricted access
27 the secured first image.

- 1 78. (Previously Presented) The medium as defined in Claim 77, wherein said
2 program process further comprises allowing images taken with the camera to be
3 displayed on a camera display.
- 1 79. (Previously Presented) The medium as defined in Claim 77, wherein said
2 program process further comprises allowing low resolution versions of images
3 taken with the camera to be transferred from the camera.
- 1 80. (Previously Presented) The medium as defined in Claim 77, wherein said
2 program process further comprises:
3 receiving an order for an image print from someone other than the
4 consumer; and
5 crediting the consumer's commitment fulfillment based on the order.
- 1 81. (Previously Presented) The medium as defined in Claim 77, wherein said
2 program process further comprises:
3 receiving an order for an image reproduction from someone other than the
4 consumer; and
5 providing the consumer a benefit based on the order.

- 1 82. (Previously Presented) The medium as defined in Claim 77, wherein the secured
2 first image is received from a terminal to which the first image has been
3 transferred from the camera.
- 1 83. (Previously Presented) The medium as defined in Claim 77, wherein images
2 taken by the camera are secured by the camera until the consumer has fulfilled
3 the commitment and an unlocking code has been received by the camera.
- 1 84. (Currently Amended) The medium as defined in Claim 77, wherein said program
2 process further comprises receiving, in association with the first secured image,
3 at least one of ISO equivalency information, aperture setting information, and
4 shutter speed information.
- 1 85. (Currently Amended) The medium as defined in Claim 77, wherein the camera is
2 provided, at least partly, in response to an amount paid by the consumer for the
3 camera, wherein the amount is related to the number of reproductions the
4 consumer committed to purchase.
- 1 86. (Previously Presented) The medium as defined in Claim 77 wherein the step of
2 securing said first image comprises the step of encrypting said first image within
3 said camera.
- 1 87. (Previously Presented) The medium as defined in Claim 77 wherein said
2 program process further comprises the steps of:

3 transferring personal information from said consumer to said camera
4 provider; and

5 retaining said personal information within a consumer database.

1 88. (Previously Presented) The medium as defined in Claim 87 wherein said
2 personal information is selected from the set of personal information consisting
3 of:

4 consumer name;

5 consumer identification code;

6 mailing address;

7 billing address;

8 e-mail address;

9 other contact information such as phone numbers and fax numbers;

10 billing information, including credit card information;

11 preferred print image provider;

12 reprint / enlargement size preference;

13 finish preference;

14 camera brand, type, and specifications;

15 internet service type and connection speed;

16 contract data: picture development and reproduction counters, number

17 of prints remaining to meet contract commitment;

18 security settings, unlocking keys, activation code; and

19 usage pattern information.

1 89. (Previously Presented) The medium as defined in Claim 87 wherein said
2 program process further comprises the step of providing advertising to said
3 consumer based on said personal information.

1 90. (Previously Presented) The medium as defined in Claim 87 wherein said
2 program process further comprises the step of providing coupons to said
3 consumer based on said personal information.

1 91. (Previously Presented) The medium as defined in Claim 77 wherein the camera
2 provider discounts the price of said camera for committing by said consumer to
3 the purchase of at least the first amount of image reproductions.

1 92. (Previously Presented) The medium as defined in Claim 77 wherein the camera
2 provider leases said camera for committing by said consumer to the purchase of
3 at least the first amount of image reproductions.

- 1 93. (Previously Presented) The medium as defined in Claim 77 wherein the camera
- 2 provider provides said camera at no cost for committing by said consumer to the
- 3 purchase of at least the first amount of image reproductions.
- 1 94. (Previously Presented) The medium as defined in Claim 77 wherein the camera
- 2 provider and the image processor are associated with the camera manufacturer.
- 1 95. (Previously Presented) The medium as defined in Claim 77 wherein said
- 2 program process further comprises the step of:
 - 3 reviewing, by the consumer, of said images acquired by said
 - 4 camera; and
- 5 selecting desired images acquired by said camera for reproduction.